



OPTIMIZERx Corporation Announces the Launch of OPTIMIZEHR® to Assist Pharmaceutical Clients with their EHR Strategies & Implementation

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ROCHESTER, Mich., Sept. 13, 2013 /PRNewswire/ -- OPTIMIZERx Corp. (OTCQB: OPRX) today announced the launch of OPTIMIZEHR® the company's Electronic Health Record (EHR) consulting and implementation practice.

(Logo: <http://photos.prnewswire.com/prnh/20130913/DE79474LOGO-a>)

(Logo: <http://photos.prnewswire.com/prnh/20130913/DE79474LOGO-b>)

Building on the growing success of OPTIMIZERx's SampleMD™ eCoupon and eVoucher program, OPTIMIZERx has launched OPTIMIZEHR®, which is a one-stop EHR strategy and implementation service for pharmaceutical-biotech brands and the agencies that advise them. OPTIMIZEHR® brings together not only OPTIMIZERx's dominant market-leading distribution reach, totaling over 300 EHRs, but also best-in-class partners to deliver product information (Physician's Desk Reference), patient education (Krames/Staywell) and adherence (DrFirst's Patient Advisor) solutions.

OPTIMIZEHR® has additional pending relationships with other key industry players to add further solutions and reach to impact more physicians and patients.

"We are extremely excited to be able to announce the launch of our OPTIMIZEHR® practice, which provides client brands and agencies unique insights, expertise and streamlined implementation for their entire EHR promotional and patient support strategies," said Shad Stastney, Chairman and CEO of OPTIMIZERx. "By virtue of the strength of our team and our partners, combined with the success we've already proven in reaching healthcare providers through their EHRs, we can customize and leverage best-in-class solutions to help our clients reach and assist doctors and patients directly in their EHR workflow. We're thrilled to now be able to offer our clients all of the strategies, solutions, training and implementation they will need to fully access the EHR opportunity through our OptimizEHR® solution. From understanding the goals of the clients to developing, training, launching and measuring innovative programs -- OPTIMIZEHR® will streamline and optimize our clients' success. We have already begun to provide these services to key pharmaceutical companies and we expect this to further differentiate our value within this exciting, yet complex, digital space."

Additionally, the Company announced its eCoupon and eVoucher distribution total for August, 2013 was 101,748, which together with July's total of 110,654, brings total distributions for the first two months of the third quarter of 2013 to 212,402, compared to 54,905 during the same two months of 2012. Mr. Stastney stated, "We're gratified to see more and more patients and their doctors each month benefitting from the savings delivered by our solutions, and the better adherence and outcomes that should result from lowering the patient's cost of getting on and staying on a prescription. We expect that growth trend will continue, thanks to the increasing recognition of our value proposition among our pharmaceutical and EHR clients."

For more information about the company, please go to www.optimizeixcorp.com or contact us at 248-651-6568. For investor relations, please contact Chris Schreiber at Taglich Brothers, Inc. at 917-445-6207.

About OPTIMIZERx Corp

OPTIMIZERx Corp. (OTCQB: OPRX) provides unique consumer and physician platforms to help patients better afford and comply with their medicines and healthcare products, while offering pharmaceutical and healthcare companies effective ways to expand patient awareness, access and adherence to their medications. For more information, please go to www.optimizeixcorp.com

'SAFE HARBOR' This press release contains forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended and such section 21E of the Securities Act of 1934, amended. These forward-looking statements should not be used to make an investment decision. The words 'estimate,' 'possible' and 'seeking' and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition and other material risks.

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